



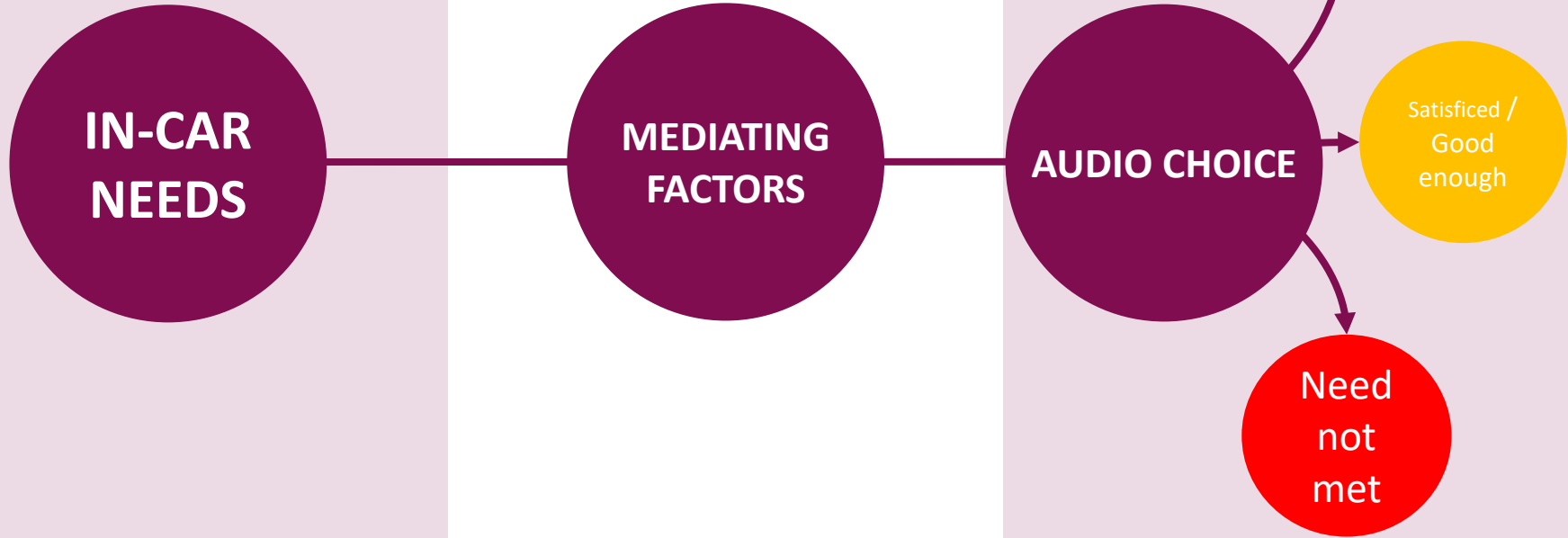
In-Car Ethnography

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With a growing number of cars becoming connected, we looked at what this means for the BBC and where the threats and opportunities of the technology lie.

WHAT WE DID



Length influences tolerance for satisficing



LENGTH

For longer trips you're more prepared to invest in making 'the best possible choice'

"It was on from this morning so I left it on. Short journey home" – Male, Short Commute

"I listened to 'Learn Spanish for Beginners' on Spotify which I bluetoothed to my car. I downloaded it before, so the signal when driving wouldn't interpret anything." – Female, Long Commute

SHORTER JOURNEYS

MORE MANOEUVERS
FOCUSSED
TIME PRESSURE
LITTLE PREPARATION



QUICKER CHOICES
MORE DEFAULTS
LOWER AD TOLERANCE
LESS TETHERING

MORE 'SATISFICING'

LONGER JOURNEYS

FEWER MANOEUVERS
'ME TIME'
MORE JOURNEY PREP



MORE TETHERING
MORE PODCASTS /
DOWNLOADED
CONTENT,
AUDIOBOOKS

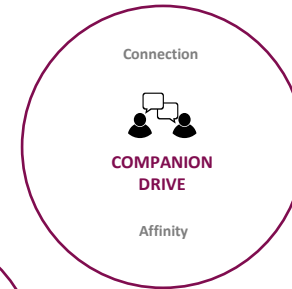
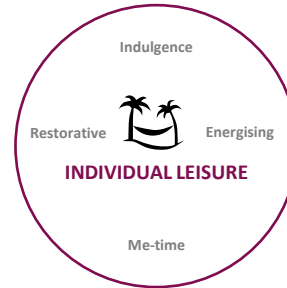
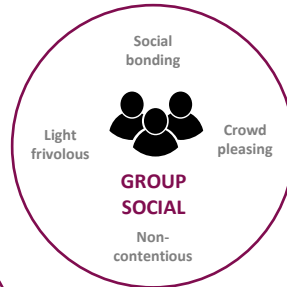
MORE 'MAKE IT
COUNT'

Source: Dashcam Analysis (Magenta 2020)

Driver mindset varies with the purpose of the car journey



PURPOSE

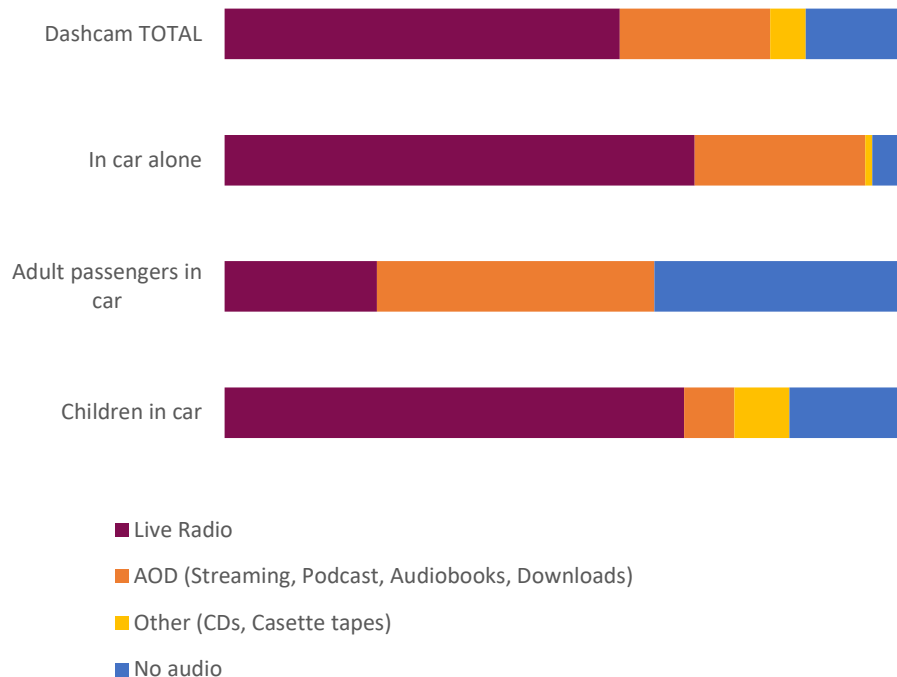


Source: Dashcam Analysis (Magenta 2020)

Company in car is a significant driver of conversation and bonding where audio choice is secondary

Children are more likely to engender use of CDs in cars.

"I started listening to classic FM but after my younger children and nephew were collected we changed to a CD we'd started listening to yesterday" – Female, Duty Errand



Source: Magenta 2020, 350 journeys

A range of mediating factors influence content choice



INFLUENCING CONTENT CHOICE

Consideration

1

Availability

2

Discovery

3

Investment

4

Summary

More so than other media, audio choices in-car tend to be fast, instinctive and will always gravitate towards the path of least resistance.

A complex ecosystem of needs and mediating factors drive our audiences choice of audio in car.

Journey length, purpose and company determine in-car need states.

Perception, availability, discovery and investment influence content choice.

Thank you!